

Message Text

UNCLASSIFIED

PAGE 01 MANILA 02690 231143Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 COME-00 /018 W

-----231145 010345 /22

R 230833Z FEB 77

FM AMEMBASSY MANILA

TO USDA/FAS WASHDC

INFO SECSTATE WASHDC 6302

UNCLAS MANILA 2690

TO MINYARD, DEP. ASST. ADM, FMD

SUBJECT: PROPOSED DAIRY TASK FORCE

REF: A. DEC. 22 AIRCOMM B. JAN. 4, 1977 MEMO C. FASTO CIRC 79

TOFAS 24.

1. EXTREMELY DISAPPOINTED COMMERCE DEPARTMENT NOT ABLE TO PARTICIPATE IN DAIRY SEMINAR. WHEN DISCUSSING POSSIBILITY OF CONDUCTING SEMINAR WITH GOVERNMENT AND TRADE OFFICIALS, THERE WAS CONSIDERABLE INTEREST IN AGRIBUSINESS PARTICIPATION.

2. INITIALLY CONSIDERED CANCELLING SEMINAR BECAUSE OF NON-COMMERCE PARTICIPATION BUT DAIRY INDUSTRY IS STILL INTERESTED IN SUBJECT. HOWEVER, IF COMMERCE UNABLE PARTICIPATE, TEAM SHOULD BE PREPARED TO DISCUSS PROCESSING EQUIPMENT, INCLUDING LIST OF EQUIPMENT AND SUPPLIERS. FAS/W SHOULD ALSO BE ADVISED THAT HFAA AND USFGC HAVE REVIEWED MARKET POTENTIAL FOR DAIRY INDUSTRY.

BRIEF SUMMARY FOLLOWS:

(A) EXISTING OPERATIONS - MAGNOLIA (SAN MIGUEL CORP.) REPRESENTS ABOUT 99 PERCENT OF FRESH MILK PRODUCTION IN THE PHILIPPINES. HAVE GOOD EQUIPMENT AND EXCELLENT MANAGEMENT.
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REVIEWING POSSIBILITY OF EXPANDING OPERATIONS. AFTER RECENT VISIT OF BRADY/BAUMGARDNER, USFGC INTERESTED IN CONDUCTING A FEEDING TRIAL WITH MAGNOLIA.

(B) PROPOSED OPERATIONS - BUREAU OF ANIMAL INDUSTRY (BAI) AND UNIVERSITY OF THE PHILIPPINES (UP) WILL IMPORT DIARY CATTLE THIS YEAR. VERY SLIGHT CHANCE OF SIZEABLE U.S. SALES BECAUSE

OF RECENT AUSTRALIAN DEVALUATION. BAI AND UP INTERESTED IN
SEMINAR ON FEEDING, MANAGEMENT, ETC.

(C) CONSIDERING OPERATIONS - DURING PAST YEAR, THIS
OFFICE HAS HEARD REPORTS OF SEVERAL INDIVIDUALS INTERESTED IN
DAIRY PRODUCTION.

3. JUNE 13 NOT SUITABLE DATE.

4. SUGGEST 3 DAYS SUFFICIENT TO CONDUCT ACTIVITY:

1ST DAY - VISIT MAGNOLIA

2ND DAY - SEMINAR

3RD DAY- INFORMAL FOLLOW-UP

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: DAIRY PRODUCTS, SEMINARS
Control Number: n/a
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Sent Date: 23-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Original Previous Classification: n/a
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Retention: 0
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3254231
Secure: OPEN
Status: NATIVE
Subject: PROPOSED DAIRY TASK FORCE
TAGS: EAGR, RP
To: AGR
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/562f61c0-c288-dd11-92da-001cc4696bcc
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